INFORMATION ACCESS COMPANY

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a Ziff Communications Company

INFORMATION ACCESS COMPANY

Information Access Company* has provided innovative reference products and systems primarily for public and academic libraries for more than a decade. Founded and staffed by professional librarians and information specialists, today IAC is the world's leading publisher and supplier of periodical indexes.

IAC is committed to developing state-of-the-art systems that provide fast and convenient access to subjects most often requested: information on current affairs, business, law, and general interest topics from the most important, most widely read publications in print.

CONSUMERS

IAC's systems are used by over ten million people annually who access information via the thousands of microfilm indexes and laser disc work-stations in North American libraries. Chances are, your local library uses our indexes and full text products! Worldwide, tens of thousand of online users tap into IAC databases through computers.

TECHNOLOGY

IAC is constantly striving to harness the latest technological advances and apply them to the delivery of reference systems designed to meet libraries' research needs.

Currently, IAC is offering full text collections through microfilm and online databases. The collections, which are also indexed on IAC products, give each publication exposure to consumers who might not be aware of the importance and value of your publications on the subject they are researching.

IAC is also developing CD-ROM full text collections and the availability of full text via fax machines. These newer technologies, along with other exciting methods of electronic distribution, are continually being researched and developed at IAC.

PUBLISHERS

Your publication has been chosen by IAC to become part of our full text products. Your IAC representative will be happy to discuss with you the possibility of entering the high-tech area of publishing at no expense to you. In addition to widened exposure which increases circulation of your publication, IAC offers liberal royalties for the use of your full text in our products and collections.

* A Division of Ziff Communications Company

IAC CONSUMERS

* **OVER 6 MILLION PEOPLE ACCESSED IAC'S MICROFILM PRODUCTS IN 1987.**

* **OVER 4 MILLION PEOPLE ACCESSED IAC'S DATA BASES IN 1987.**

* **OVER 43% OF THE ACADEMIC LIBRARIES IN THE UNITED STATES USE IAC PRODUCTS.**

* **85% OF THE LARGEST LIBRARIES IN THE UNITED STATES USE IAC PRODUCTS.**

* **CONSUMERS RANGE FROM UPPER MANAGEMENT OF LARGE CORPORATIONS TO STUDENTS.**

* **IAC BUSINESS PRODUCTS ARE USED BY MORE THAN 1.5 MILLION ACTIVE BUSINESS PEOPLE EACH YEAR.**

* **CONSUMERS ARE LOOKING FOR IMMEDIATE ACCESS TO RELEVANT INFORMATION THAT CAN BE DELIVERED IMMEDIATELY.**

Your publications will be added to one, or more, of IAC's full text collections. Therefore, publications receive more exposure than a "stand alone" collection. Consumers are introduced to periodicals that they would not otherwise have considered, thereby obtaining additional documentation, immediately. This provides the publisher with "free advertising" for their publications in addition to royalties that are not recognized with antiquated "search" methods.

PUBLISHER BENEFITS

FEATURE	BENEFIT
- IAC is the world's largest supplier of high-tech library references.	- The publisher is associated with IAC's reputation and high standards of excellence. Full text publications are indexed and added to various "collections" thereby increasing a title's exposure, possibly increasing your circulation.
- IAC databases are on Dialog, Mead, BRS, CompuServ & Dow Jones	- Provides publisher with broad distribution, increased exposure, higher royalties.
- IAC provides nonexclusive license agreements.	- Publisher is free to pursue additional opportunities that will increase their exposure and revenues.
- IAC is on the cutting edge of technology.	- A publisher associated with IAC obtains a reputation as being entrepreneurial and innovative. The publisher's exposure and revenue grows as the electronic publishing industry advances.
- IAC has an excellent standard of quality control.	- The publishers are assured of the intregity and quality of their editorial contents.
- IAC guarantees notification of copyright on all of the publisher's material.	- The publisher's notice of copyright is prominent to all users. The copyright notices are printed on all single articles. You are paid for your copyright, as opposed to having your material pirated.
- IAC covers all costs for reasearch development, production, marketing, and promotions for all products.	- There is NO COST to the publisher. Our marketing literature will mention your publication, once again exposing your name to a new group of consumers.

MICROFORM

TRADITIONAL MICROFORM SERVICES	IAC'S COLLECTION PRODUCTS
* No link between index and article delivery	* A complete integrated periodical research system - retrieval delivery
* Information is scattered - by medium	* "A library in a box" - up to 7 years' information stored in a 17" X 17" carousel
* Time lag - must wait 6 months to 1 year to receive film	* Currency - users have access to material as soon as it is indexed
* Patron must consult and go to a number of different sources: - Subject search in index(es) - Locate journal in library's holding list - Go to stacks/microfilm dept./ another building/another branch	* Speedy access - from subject search to article copy in minutes - "Instant Delivery"
* Cost increases make libraries more selective in purchases: - Order only vital publications - Use I.L.L. - Subscribe to article copying services - Share resources	* Film costs have not increased in 5 years, even small libraries can have a good research collection
* Lost or damaged film can be expensive to replace	* Catridges replaced FREE if lost or damaged

PUBLISHERS ON IAC PRODUCTS

(A SAMPLE LIST)

ABC CONSUMER MAGAZINES, INC.
ACM HEADQUARTERS
AMERICAN BANKERS
AMERICAN CITY BUSINESS JOURNALS
AMERICAN DEMOGRAPHICS
AMERICAN LIBRARY ASSOCIATION
BENJAMIN FRANKLIN LITERARY & MEDICAL SOCIETY, INC.
BILL COMMUNICATIONS
CAHNERS PUBLISHING COMPANY
CANASUS COMMUNICATIONS, INC.
CBS PUBLICATIONS
CHILTON COMPANY
CONDE NAST PUBLICATIONS, INC.
CORCORAN COMMUNICATIONS
CRAIN COMMUNICATIONS, INC.
DALTON COMMUNICATIONS, INC.
DAVIS PUBLICATIONS, INC.
DIAMANDIS COMMUNICATIONS
DUN AND BRADSTREET CREDIT SERVICES
FAIRCHILD PUBLICATIONS, INC.
FAMILY MEDIA
FINANCIAL WORLD PARTNERS
FORBES, INC.
GEYER-MCALLISTER PUBLICATIONS, INC.
H.W. WILSON COMPANY
HARPER'S MAGAZINE
HAYDEN/VNU
INSTITUTE OF INDUSTRIAL ENGINEERS
INTERNATIONAL THOMSON RETAIL PRESS
KYODO NEWS INTERNATIONAL
LEBHAR-FRIEDMAN, INC.
MEREDITH CORPORATION
MURDOCH
NEWSEEK, INC.
PENNWELL PUBLISHING COMPANY
PENTON IPC
PETERSEN PUBLISHING COMPANY
PR NEWSWIRE ASSOCIATION, INC.
REUTER HOLDING PLC
TECHNICAL PUBLISHING COMPANY
THE HEARST CORPORATION
TIME, INC.
TIMES MIRROR MAGAZINES, INC.
U.S. NEWS & WORLD REPORT, INC.
WARREN, GORHAM & LAMONT, INC.
ZIFF-DAVIS

CURRENT PUBLICATIONS ON IAC PRODUCTS

(A SAMPLE LIST)

50 PLUS
A+
AMERICAN BABY
AMERICAN BANKER
AMERICAN DEMOGRAPHICS
ARTHRITIS TODAY
AU COURANT
BETTER HOMES AND GARDENS
BROADCASTING
BUSINESS MONTH
CHATELAINE
CHRONICLE OF HIGHER EDUCATON
COMPUTERS & ELECTRONICS
CONSUMER ELECTRONICS MONTHLY
CONSUMER MARKETS ABROAD
CONSUMER REPORTS
COSMOPOLITAN
CPA JOURNAL
CREATIVE COMPUTING
DISCOVER
EBONY
EMPLOYEE BENEFITS JOURNAL
ESQUIRE
EXECUTIVE REPORT
FDA CONSUMER
FINANCIAL MANAGEMENT
FINANCIAL WORLD
FLOWER & GARDEN
FORBES
FOREIGN AFFAIRS
FORTUNE
GLAMOUR
GOOD HOUSEKEEPING
GOURMET
HARPER'S BAZAAR
HARVARD BUSINESS REVIEW
HEALTH
HEWLETT-PACKARD JOURNAL
HIGH TECHNOLOGY BUSINESS
HOUSE & GARDEN
HOUSE BEAUTIFUL
INC.
INTERIOR DESIGN
LADIES HOME JOURNAL
LIFE
LOTUS MAGAZINE
MADEMOISELLE
MINI-MICRO REVIEW
MODERN OFFICE TECHNOLOGY
MONEY
MOTOR TREND
McCALL'S
NEW YORK
NEW YORKER
NEWSWEEK
ONLINE
PARENT'S MAGAZINE
PC MAGAZINE
PEDIATRICS FOR PARENTS
PEOPLE
PLAYBOY
POPULAR MECHANICS
POPULAR SCIENCE
PR NEWSWIRE
PSYCHOLOGY TODAY
PUBLISHERS WEEKLY
REDBOOK
RESEARCH & DEVELOPMENT
RUNNER'S WORLD
SATURDAY EVENING POST
SCIENCE DIGEST
SCIENCE NEWS
SCIENTIFIC AMERICAN
SMITHSONIAN
SPORT
SPORTS ILLUSTRATED
TECHNOLOGY REVIEW
TEEN
TELECOMMUNICATIONS
TIME
TOWN AND COUNTRY MONTHLY
TRAVEL WEEKLY
TV GUIDE
U.S. NEWS & WORLD REPORT
UNITED STATES BANKER
USA TODAY
VOGUE
WALL STREET COMPUTER REVIEW
WEIGHT WATCHERS
WOMEN'S SPORTS AND FITNESS
WOMEN'S WEAR DAILY
WORKING WOMEN